

**Specific Event  
Elements Memo**

2041901883

# Specific Event Elements Memo

---

## Procedure

- Written by the Program Administrator.
- Send to the Section Operations Manager (SOM) or designated Sales Force contact.
- Copies to:
  - Manager
  - Group Manager
  - Director

2041901884

**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**  
**120 PARK AVENUE, NEW YORK, NY 10017**

To: Monty Faulk  
From: Karen Howe  
Subject: **VALVOLINE 200-APRIL 2-4, 1993**  
PHOENIX, AZ

DATE: 2/26/93

The start date for our promotional activities in the Phoenix, AZ market is rapidly approaching. The following are key elements that you need to be aware of:

**Gear Truck Program**

We realize that the Gear Truck Program may not be ready in time to coincide with the Phoenix race. To compensate, we will provide the manpower necessary to execute five store sales preceding the race, each being four hours in duration. (Attachment B)

Please follow these guidelines when scheduling:

-Schedule the store sales in conjunction with the show car on these dates:  
**March 26, 27, April 1, 2, 3**

-Only schedule at high volume accounts/during high traffic times.

-Five store sales, four hours in duration.

**\* Please return to the NYO no later than March 10, Attention: Christine Merhige**

**Show Car**

When scheduling the store sales it is a requirement that the retailer runs a Marlboro special promotion in conjunction with the show car appearance.

Please complete the attached form to schedule the show car in your market. The form has been outlined with the specific dates available. Please schedule the show car up to forty hours per week, with a maximum of two locations daily. (Attachment A)

**\* Please return to the NYO no later than March 10, Attention : Christine Merhige.**

2041901885

## **Materials**

The following list of materials will be shipped to your attention for placement at retail and your hospitality area:

Pos #	Item Description	Quantity
<b><u>Retail Materials</u></b>		
68719	Retail Poster	1,000
68713	Welcome Race Fans Banner	100
8718	Pennant Rope	25
69684	Small neon sign	25
68625	Large neon sign	5
<b><u>Hospitality Materials</u></b>		
54307	Coffee Cup	500
54306	Drink Cup	500
54305	Bar Organizer	5
54298	Bar Napkins	500
54300	Table Napkins	500
54301	Ashtrays	36
54310	Stirrers	500
<b><u>VIP Gifts</u></b>		
54308	M RTP t-shirt	100
54314	M RTP cap	100
54374	Waist Pouch	100
68850	Souvenir Poster	100
68747	Duty Free Bags	200

**Shipping Address:** Attn: Monty Faulk  
2465 South Industrial Park Drive  
Suite #4  
Tempe, AZ 85282  
Mon.- Fri./8:30-5  
(602) 829-9083

## **Pole Award Presentation**

### **Saturday Presentation**

On Saturday afternoon directly after qualifying; a representative of Marlboro Racing will present a check for \$10,000 to the winner of the pole position. The presentation will take place on or near the start-finish line.

### **Sunday Presentation**

On Sunday prior to the start of the race, a representative of Marlboro Racing will present the official Marlboro Racing leather duffle bag to the Pole Winner. The presentation will take place on the starting grid following the driver introductions.

As in past year's, we will escort you and your guest to the presentation location.

**Please work with the local Government Affairs office when determining which key customer or VIP shall make the presentations. I will need to know the name(s) of the individual no later than Friday of race weekend.**

### **Customer Hospitality**

A garage tour will be scheduled for your guests on Sunday morning. The exact time will not be available for a couple more weeks. Please ask your guests to arrive by 10:00am if they wish to attend the garage tour. I will notify you of the exact time as soon as it is available.

Marlboro product will be brought to your suite on both Saturday and Sunday morning.

In addition to the materials listed above, the following will be mailed to your office and the Government Affairs office:

<u>Item</u>	<u>Salesforce</u> <u>Quantity</u>	<u>Government Affairs</u> <u>Quantity</u>
Suite tickets	30	15
Parking passes	10	5
Ticket jackets	100	50
VIP credentials	100	50
Credential holder	100	50
Golf shirts	5	2

### **Bar Night Promotion**

Dates: April 1-3

Time: 9pm-1am

Location: Phoenix Live  
The Shops at Arizona Center  
455 N. Third Street  
Phoenix, AZ 85004-2187  
(602) 252-2502

**Please let me know if you would like to host a retailer party on Thursday night April 1.**

### **Schedule of Indy Car activity**

A detailed schedule of activities during the Valvoline 200 will be faxed to you as soon as it becomes available.

Contacts

Hotel:           The Wigwam Resort  
                  Litchfield Park, AZ 85340  
                  PH (602) 935-3811  
                  FX (602) 935-3737

Cellular Phone #'s:   Pete Twiddy   (602) 390-7626 then (813) 566-6904  
                          Karen Howe   (602) 309-7626 then (212) 273-1142

If I can be of any further assistance please give me a call at (212) 878-2266.

cc:   B. Anderson  
      S. Bradshaw  
      I. Broeman  
      E. Bruce  
      K. Diamond  
      P. Inmann

C. Merhige  
E. Merlo  
M. Meurer  
S. Sampson  
P. Twiddy  
J. Taylor

2041901888

**TO:** Chrisanne Ferry**DATE:** March 9, 1993**FROM:** Michelle Marcisak**SUBJECT:** VIRGINIA SLIMS OF CHICAGO - FEBRUARY 8-14, 1993

The following is information regarding the Virginia Slims of Chicago:

#### TOURNAMENT POS

We have not produced POS materials for the sales force this year because of our new retail tie-in and promotion with Dominick's.

#### HOSPITALITY

The customer hospitality party is scheduled for Sunday, February 14 between 10:30 AM and 12:30 PM at the U.I.C. Pavilion..

You will receive the following materials for the reception:

48 Ashtrays  
400 Cocktail Napkins  
135 T-shirts

All of these materials will be shipped to the section office. Debra Miller will bring name tags, holders and matches.

#### TICKETS

A list of daily ticket quantities is attached. Please call Mary Heath at the IMG office to arrange for pickup of your tickets, parking passes and credentials. The number is (312) 565-4100.

#### ON-SITE OPERATIONS

Heather Hellman and I will be on-site for the week of the tournament. Feel free to call me at (212) 880-3651 if I can assist you with anything.

#### PRO-AM

We are invited to ask the local key customers if they would like to participate in the Pro-Am on Monday February 8. Please let Mary Heath or myself know ASAP of any participants.

**cc:** INA BROEMAN  
MARY HEATH  
DEBRA MILLER  
EDNA MOORE  
GARY SALVATO  
NANCY ZIMBALIST

2041901889

## VIRGINIA SLIMS OF CHICAGO

## TICKETS

	BOX		RESERVED SEATING	
		Salesforce		Salesforce
10:00 AM		14		40
MONDAY 7:00 PM	-----	14	-----	40
10:00 AM		14		40
TUESDAY 7:00 PM	-----	14	-----	40
10:00 AM		14		40
WEDNESDAY 7:00 PM	-----	14	-----	40
10:00 AM		14		40
THURSDAY 7:00 PM	-----	14	-----	26
11:00 AM		12		26
FRIDAY 7:00 PM	-----	12	-----	24
1:00 PM		12		24
SATURDAY 7:00 PM	-----	12	-----	24
12:30 PM SUNDAY		10		24

2041901890



2041901891





**P.O.S. MATERIALS TRANSFER  
ITEMS RETURNED TO KEARNY INVENTORY**

Returned By: N. Zimbalist

Date: 4/16/92

Department: EVENT MKTG.

Location: 120/12

P.O.S.#	DESCRIPTION	# OF UNITS PER CASE	QUANTITY CASES RETURNED PER ITEM	FOR KEARNY USE ONLY
72251	VSC Waste baskets	6	6	
72252	VSC Signs	6	3	
62764	VSC STACKING TRAYS	6	2	
72253	VSC Display Racks	2	1	
72254	VSC File Boxes	5	1	
72255	VSC Trash liners	500	1	
57200	VST Ashtray	100	1	
72256	VSC Supplies	1	1	
TOTAL QUANTITY OF CASES RETURNED			<u>16</u>	

Date Received Kearny: \_\_\_\_\_

Received By: \_\_\_\_\_

Comments/Shortages/Damage: \_\_\_\_\_

Note: A copy of the P.O.S. Materials Transfer form must be forwarded to Merchandising Distribution and Analysis prior to returning materials.

DISTRIBUTION: ORIGINAL: WITH SHIPMENT—AFFIX ORIGINAL TO ONE OF THE RETURN CASES.  
DUPLICATE: MERCH. DIST. DEPT.  
TERMINAL: RETAIN



P.O.S. DESTRUCTION NOTICE

DATE:

1/29/91

TO: Manager - P.O.S. Warehouse

Please arrange for the immediate destruction/salvage of the following items:

Approved By:

NANCY ZIMBALIST

P.O.S. #	ITEM	BOOK INVENTORY
55968✓	VS GINNY DECAI Kit	2,715
43958✓	INDIAN Wells BANNER	15
55903✓	VS TEN 1990 Logo Sht	8,000
55918✓	VS TEN Directional Sign	2
55904✓	V.S TEN B+H Logo Sheet	7,000
55921✓	VS TEN 16 DRAW Sheet	198
55922✓	VS TEN 32 DRAW Sheet	160
55923✓	VS TEN 64 DRAW Sheet	248
55946✓	VS Computer PAPER	298,500
55947✓	VS TENNIS RANK PAPER	191,500
55966✓	VS TEN 16 DRAW Sheet	878
55971✓	VS TEN 32 DRAW Sheet	858
55974✓	VS TEN 64 DRAW Sheet	718
55989✓	VS TEN 32 DRAW Poster	18
55990✓	VS TEN 16 DRAW Poster	19
57957✓	VS BALL PERSON T-Shirt XL	1
41802✓	VS TEN Elle Umbrella	0
56004✓	VS Old SCOREBOARD	0
57800✓	VS Gold Foil T-Shirt M	0

2041901895

Date Destroyed/Salvaged:

2-4-91

By:

A.K.

RETURN one copy to P.O.S. Operations, NYO  
DISTRIBUTION: 2 copies to Warehouse Manager  
1 copy to NYO Pending File

Items deleted from  
system 2/5/91

AIR FREIGHT SERVICE REQUEST

ACCOUNTING CHARGE CODE: \_\_\_\_\_ DATE: \_\_\_\_\_

☐ Retail Promotion / Coupons / Events

Promotion Name: \_\_\_\_\_  
\_\_\_\_\_

☐ Inbound Deliveries / Vendor to Vendor

Purchase Order #: \_\_\_\_\_

Vendor Name: \_\_\_\_\_

Origin Zip Code: \_\_\_\_\_ Destination Zip Code: \_\_\_\_\_

☐ Date Specific Orders (Orders generated by Field and New York Office personnel)

Requisition #: \_\_\_\_\_

Please fax approved document for date specific orders to Micky Bishop on day of entry (fax #201-997-6383).

-----  
REASON FOR AIR FREIGHT: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

VICE PRESIDENT APPROVAL(S) SIGNATURES FOR AIR SERVICE:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

FAX COPY OF APPROVED FORM TO NICK RECINE (FAX # 201-997-6383)  
AND FORWARD A COPY TO STEVE BOWERS, 120 PARK, 12th FLOOR.

2041901896

AIR FREIGHT SERVICE REQUEST

ACCOUNTING CHARGE CODE: 044-639-4401-16 E12 DATE: JAN 10, 1993



Retail Promotion / Coupons / Events

Promotion Name: VIRGINIA SLIMS OF CHICAGO

PRO SHOP REORDER



Inbound Deliveries / Vendor to Vendor

Purchase Order #: \_\_\_\_\_

Vendor Name: KDC

Origin Zip Code: 07032 Destination Zip Code: 60601



Date Specific Orders (Orders generated by Field and New York Office personnel)

Requisition #: 69918

Please fax approved document for date specific orders to Micky Bishop on day of entry (fax #201-997-6383).

REASON FOR AIR FREIGHT: PRO SHOP DID NOT ORDER ENOUGH  
T-SHIRTS - NEED ADDITIONAL

VICE PRESIDENT APPROVAL(S) SIGNATURES FOR AIR SERVICE:

(ELLEN MERLO, e.g.)  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

FAX COPY OF APPROVED FORM TO NICK RECINE (FAX # 201-997-6383)  
AND FORWARD A COPY TO STEVE BOWERS, 120 PARK, 12th FLOOR.

2041901897

2041901898





# SALES AREAS

SERVICED BY

## KRAFT FOODSERVICE



2041901899



These Kraft Foodservice Broadline Distribution Centers and Sales Offices are listed alphabetically by metropolitan area.

**ALBANY**  
755 Pierce Road  
Clifton Park, NY 12065  
518-877-8511

**ALBUQUERQUE**  
c/o Super Value  
5600 2nd Street, N.W.  
Albuquerque, NM 87107  
505-343-2200

**ATLANTA/BIRMINGHAM**  
6685 Crescent Drive  
Norcross, GA 30071  
404-263-4300

**AUSTIN/SAN ANTONIO**  
1179 A. Springdale Road  
Austin, TX 78721  
512-926-5051 (Austin)  
512-657-6901 (San Antonio)

**BALTIMORE/WASHINGTON**  
8730 Bollman Place  
Savage, MD 20763  
301-470-2662 (Wash.)  
301-792-8400 (Balt.)

**BOSTON**  
One Technology Drive  
Centennial Ind. Park  
Peabody, MA 01960  
508-977-5100

**CARSON**  
1031 Watsoncenter Road  
Carson, CA 90745  
310-549-3900

**CHARLOTTE**  
1133 Atando Avenue  
Atando Ind. Park  
Charlotte, NC 28206  
704-372-0030

**CHICAGO**  
800 Supreme Drive  
Bensenville, IL 60106  
708-595-1200

**CINCINNATI**  
5445 Spellmire Drive  
Cincinnati, OH 45246  
513-874-3663

**CLEVELAND**  
8000 Bavaria Road  
Twinsburg, OH 44087  
216-963-6789

**DALLAS/FT. WORTH**  
950 S. Shiloh Road  
Garland, TX 75042  
214-487-6200

**DENVER**  
11955 E. Peakview Avenue  
Englewood, CO 80111  
303-792-9230

**DETROIT**  
27000 Wick Road  
Taylor, MI 48180  
313-946-5300

**HANOVER**  
7477 Candlewood Road  
Hanover, MD 21076  
301-859-4560

**HAWAII**  
91-290 Kauhi Street  
Ewa Beach, HI 96707  
808-682-2071

**HOUSTON**  
10 S. Trade Center Parkway  
Conroe, TX 77385  
409-321-1729

**INDIANAPOLIS**  
9200 E. 146th Street  
Noblesville, IN 46060  
317-773-2290

**JACKSON**  
1125 Weems St.  
Greenway Industrial Park  
Pearl, MS 39208  
601-939-9433

**KANSAS CITY/OMAHA**  
8725 Rosehill Road  
Suite 400  
Lenexa, KS 66215  
913-894-6161

**LITTLE ROCK**  
2200 Commercial Street  
Little Rock, AR 72206  
501-375-3282

**LOS ANGELES**  
620 S. Hacienda Boulevard  
City of Industry, CA 91745  
818-968-8311

**MEMPHIS**  
4300 Air Trans Rd.  
Memphis, TN 38118  
901-363-4541

**METRO NEW YORK**  
2101 91st Street  
North Bergen, NJ 07047  
201-854-1100

**MIAMI**  
777 S. Congress Avenue  
Delray Beach, FL 33444  
407-278-6858

**MILWAUKEE**  
W. 137 North 9245  
Highway 145  
Menomonee Falls, WI 53051  
414-251-9600

**MINNEAPOLIS/ST. PAUL**  
2864 Eagandale Blvd.  
Eagan, MN 55121  
612-454-6580

**NASHVILLE**  
The Oak Complex  
Suite 106  
1100 Kermit Drive  
Nashville, TN 37217  
615-361-8012

**OCALA**  
3010 N.E. 24th St.  
Ocala, FL 32670  
904-732-3166

**OKLAHOMA CITY**  
525 Central Park Drive  
Suite 525  
Oklahoma City, OK 73105  
405-524-8411

**PADUCAH**  
1350 North Tenth Street  
Paducah, KY 42001  
502-442-8243

**PHILADELPHIA**  
1100 E. Erie Avenue  
Philadelphia, PA 19124  
215-289-9000

**PHOENIX**  
4650 W. Buckeye Road  
Phoenix, AZ 85043  
602-269-7241

**PITTSBURGH**  
3115 Washington Pike  
Bridgeville, PA 15017-1497  
412-257-5400

**RICHMOND**  
4112 Sarellen Road  
Richmond, VA 23231  
804-222-2222

**ROCHESTER**  
12 Marway Circle  
Rochester, NY 14624  
716-247-3260

**ROCKY MOUNT**  
2217 Hardee's Boulevard  
Rocky Mount, NC 27801  
919-977-7000

**SALT LAKE CITY**  
Freeport Center Y-16  
Clearfield, UT 84016  
801-773-1200

**SAN DIEGO**  
8515 Miramar Place  
San Diego, CA 92121  
619-457-4900

**SAN FRANCISCO**  
2275 Junction Avenue  
San Jose, CA 95131  
408-435-1919

**SANTA ANA**  
601 W. Dyer Road  
Santa Ana, CA 92707  
714-549-8711

**SEATTLE**  
900 Powell SW  
Renton, WA 98055  
206-235-4700

**SPRINGFIELD**  
1045 Sheridan St.  
Chicopee, MA 01021  
413-593-5571

**ST. LOUIS/SALEM**  
502 S. Carty Street  
Salem, MO 65560  
314-729-6131

**TAMPA**  
Parke East Industrial Park  
7004 East Hanna  
Tampa, FL 33610  
813-621-6677

**TUPELO**  
125 Coley Rd.  
Tupelo, MS 38802  
601-842-3415

2041901901

Velveta High Navelly Sealtest Cool Whip

Oscar Mayer London's Tang Brittenmann's

Roblerone

Jell-O

Yuban

Louis Rich

Kool-Aid

Breyer's

Sealtest

Lowenbrau

Velveta

Cool Whip

Oscar Mayer Birds' Bye Log Cabin Brittenmann's

Roblerone Cheez Whip Post Cereals Jell-O

Yuban Breakstone's Country Time Louis Rich

Kool-Aid Miracle Whip Lender's Breyer's

Marlboro Miller Beer Birds' Bye Lowenbrau

Velveta High Navelly Sealtest Cool Whip

Oscar Mayer Miracle Whip Tang Brittenmann's

Roblerone Cheez Whip

Event and Meeting  
Planners Guide

Yuban Breakstone's

2041901902

# PRODUCT USE POLICY

It is the policy of Philip Morris Companies Inc. to use as many of its own products at company-sponsored events as is practical, and to showcase our brands to their best advantage.

2041901903

*This is a confidential document not to be distributed outside the company except to those under contract to the company with a confidentiality commitment.*

# Product Use Policy

## INTRODUCTION

As the world's largest consumer packaged goods company, Philip Morris Companies Inc. produces many of the world's most famous brands of foods, beverages and cigarettes. These are the products that make this company profitable, pay our salaries and provide opportunities for growth. It is to our individual and collective advantage to promote these products on every appropriate occasion.

In 1991, Philip Morris and its operating companies sponsored approximately 875 events at which food was served. That translates into 875 opportunities to showcase our products to the widest variety of markets, from the smallest **Kool-Aid** drink mix consumer to the largest institutional user of **Jell-O** gelatin in foodservice applications.

Section One of the Guide is designed to help event planners—and those to whom they report—to make the most of such opportunities in 1992 and the years to come. It sets forth the policy governing the use of our products—and those of our competitors—identifies competitive brands to be avoided, lists sources for our brands, provides billing instructions and outlines approved practices for identifying our brands in printed menus and table displays.

Subsequent sections will cover suggested breakfast and lunch menus and recipes and an extensive dinner menu and recipe guide prepared by the Culinary Institute of America.

## PRODUCT USE POLICY

This policy applies to all internal foodservice suppliers, to all who plan events including outside consultants, and to all company related events—from staff meetings and training retreats to brand promotion sporting events and PM-sponsored banquets and receptions at non-profit meetings and conferences.

In applying this policy, planners are expected to use discretion in requiring the use of our products, whether foodservice or retail, by restaurants, hotels and caterers, especially with those vendors who normally use only fresh, unprocessed ingredients. Planners should work with the executive chef handling the event, making sure that the vendor is not asked to do more than he is capable of doing. The use of our products must *enhance* the image of our brands, not detract from it.

Event menus should be based on General Foods, Kraft and Oscar Mayer Foodservice products, which are packaged for large quantities and may be specially formulated for foodservice preparation.

When it is necessary to include KGF consumer products in the menu, they should be ordered directly from their KGF production unit, to insure delivery to the vendor or the nearest Kraft Foodservice distributor, in optimum condition. (Planners will have to exercise their own judgment in determining the most efficient delivery point.)

Consumer products not in national distribution should be used only at events taking place in markets where the product can be purchased at retail.

<sup>1</sup>To this end, the greatest caution must be employed in ordering retail products for large scale events. Because they are not designed for large-quantity preparation, many retail products do not stand up under institutional conditions. Be guided by the vendor's resources—and advice—in selecting menus requiring retail products that must be processed—whipped, melted, cooked, kept hot, etc.—before they can be served.

2041901904

*Do not use competitive brands unless absolutely necessary —if, for an outside event, the KGF brand is unobtainable, it is best to drop that item from the menu. If that is not possible, the product should be served in such a way that the brand cannot be identified.*

Competitors' brands of products we do not make —snacks, tuna fish, peanut butter —should be used only when no comparable product is available. (Kraft Foodservice branded items are the preferred alternatives. Contact local Kraft Foodservice distribution centers to review the available brands and products.)

When single service items, i.e., individual salt and peppers, sugars, packaged jellies, condiments, etc., are required, use Kraft-branded items, available through Kraft Foodservice Distribution Centers, or the hotel's own brand.

General Foods coffees —and Maxwell House teas —should be served at every meal, including cocktail receptions, where they are usually offered with Kraft cheese, fruit and/or dessert selections.

All available brands of Miller beer should be offered at any event where it is legal and appropriate to serve alcoholic beverages. If beer is to be available on draft, make sure that Miller taps are on the pumps.

There are no restrictions on wine or spirit brand choices, or on soft drinks and mixers at such events.

Sample cigarettes, ashtrays and matches should be available to smokers at least twenty-one years of age at every event, unless prohibited by law.

Planners are advised to have an assortment of Philip Morris' major brands on hand to give to smokers of competitor brands to encourage them to sample Philip Morris products. A list of comparable brands appears at the end of this document.

Unused food products should be donated to a local food bank through the hotel or caterer, who will know what is required for such donations.

Planners are expected to pay regular prices, including tax, for Company food products, either foodservice or consumer. The unit sponsoring the event will be billed, either through the hotel or caterer, or directly, as the planner indicates. These invoices are to be paid as any supplier's invoice is paid, i.e., approved by the purchaser and charged against the code normally used for event-related purchases.

## **MANUFACTURERS OF COMPETITIVE BRANDS**

American Brands, Inc.  
Anheuser-Busch Companies, Inc.  
Borden Inc.  
Brown & Williamson Tobacco Corp.  
Campbell Soup Company  
ConAgra, Inc.  
Coors Brewing Company  
CPC International Inc.  
General Mills, Inc.  
G. Heileman Brewing Company, Inc.  
H. J. Heinz Company  
Hershey Foods Corporation  
Kellogg Company  
Liggett Group Inc.  
Lorillard

Mars, Incorporated  
Nestle Foods Corporation  
Ralston Purina Company  
R.J. Reynolds Company  
Nabisco Brands, Inc.  
Sara Lee Corporation  
S&P (Pabst, Pearl & Falstaff)  
The Procter & Gamble Company  
The Quaker Oats Company  
The Stroh Brewery Company  
Unilever United States, Inc.

Sysco Corporation (foodservice branded products only)  
Rykoff-Sexton, Inc. (foodservice branded products only)

2041901905

**KGF & MBC  
Brands****Acceptable Alternatives**  
(May be used, if necessary)**Competitive  
Brands** (avoid)**Bacon****OSCAR MAYER**  
**LOUIS RICH** turkey bacon<sup>2</sup>**KRAFT** FoodserviceNo other bacon  
should be served**Bagels****LENDER'S**

none

No other bagels  
should be served**Baked goods**bread**OROWEAT<sup>3</sup>**  
**FREIHOFFER'S****ARNOLD**  
**PEPPERIDGE FARM**  
local brands or hotel bakery**COLONIAL**  
**RAINBO**  
**KILPATRICK**  
**EARTH GRAIN**  
**WONDER**  
**HOME PRIDE**  
**SARA LEE**cakes**ENTENMANN'S**  
**FREIHOFFER'S**none  
(You may use items made from  
scratch by hotel, caterer or local  
bakery.)**SARA LEE**  
**BREAK CAKE**coffee cakes**ENTENMANN'S**  
**FREIHOFFER'S**none  
(as with cakes)**SARA LEE**cookies**ENTENMANN'S**  
**FREIHOFFER'S**none  
(as with cakes)**NABISCO**donuts**ENTENMANN'S**  
**FREIHOFFER'S**none  
(You may use hotel-made or  
unbranded locally made donuts.)**BREAK CAKE**pies**ENTENMANN'S**  
**FREIHOFFER'S****KRAFT** Foodservice  
(if at all appropriate, have hotel or  
caterer make pies from **JELL-O**  
mixes. Fruit pies baked from scratch  
by hotel or local bakery are  
acceptable.)**BREAK CAKE**  
**SARA LEE**  
**MRS. SMITH'S**rolls**FREIHOFFER'S**  
**OROWEAT**none  
(as with cakes)**HOME PRIDE**  
**SARA LEE**sweet rolls**ENTENMANN'S**  
**FREIHOFFER'S**none  
(as with cakes)**SARA LEE**  
**BREAK CAKE**  
**HOSTESS**<sup>1</sup>Only available at retail<sup>2</sup>ALL Oroweat, Freihofer's and Entenmann's products are ONLY available at retail.



**KGF & MBC  
Brands****Acceptable Alternatives**

(May be used, if necessary)

**Competitive  
Brands** (avoid)**Beverages**beer

MILLER LITE  
MILLER GENUINE DRAFT  
MILLER HIGH LIFE  
MILWAUKEE'S BEST  
MEISTER BRAU  
LEINENKUGEL'S  
LOWENBRAU  
SHARP'S  
MAGNUM MALT LIQUOR  
MILLER RESERVE  
LITE ULTRA

none  
(Be sure to get tap heads changed  
when serving draft from a bar.)

No other beer  
should be served

carbonated drinks

none

no competitors

none

coffee

BRIM  
GENERAL FOODS  
INTERNATIONAL  
COFFEES  
GEVALIA  
MAXWELL HOUSE  
SANKA  
YUBAN

none

No other coffee  
should be served

fruit drinks

COUNTRY TIME  
CRYSTAL LIGHT  
KOOL-AID  
TANG  
TWIST  
CAPRI SUN\*

KRAFT single service

GATORADE  
CITRUS HILL  
MINUTE MAID  
TROPICANA

fruit juice

BIRDS EYE frozen juices

KRAFT Foodservice frozen juices

CITRUS HILL  
MINUTE MAID  
TROPICANA

hot cocoa mix

BAKERS

none

HERSHEY  
NESTLES

tea/iced tea

MAXWELL HOUSE

TWINING Speciality teas

LIPTONS

vegetable juices

none

CAMPBELLS tomato, V8

\*Only available at retail.

**KGF & MBC  
Brands****Acceptable Alternatives**  
(May be used, if necessary)**Competitive  
Brands** (avoid)**Candy**

**COTE D'OR** chocolate  
**KRAFT** Buttermints  
**KRAFT** Caramels  
**KRAFT FUDGIES**  
**KRAFT** Marshmallows  
**KRAFT** Peanut Brittle  
**KRAFT** Toffee  
**TOBLERONE** Chocolate

M&M's  
REESE'S PIECES  
HEATH BARS  
CRACKER JACK

NESTLES  
HERSHEY  
DROSTE  
TOOTSIE ROLL

**Cereals**dry

**POST GRAPE NUTS**  
**POST** Raisin Bran  
**POST TOASTIES**  
**POST FRUIT & FIBER**  
**HONEY BUNCHES OF**  
**OATS**  
**GREAT GRAINS**  
**POST** Bran Flakes  
**POST** Oat Flakes

none  
(**POST** brands are not available in food service sizes and only a few in single serving packages. Use retail packages emptied into appropriate serving bowls; identify brand with tent card.)

GENERAL MILLS  
KELLOGG'S  
NABISCO  
QUAKER  
RALSTON PURINA

hot

none

(Use hotel or caterers brand of oatmeal, corn meal or ground wheat and rice cereals.)

**Cheese**natural

**BEE ROCQUEFORT**  
**CASINO**  
**CHURNEY**  
**EXCELSIOR**  
**FROMAGE BLUFRAIS**  
**KRAFT**  
**LUZZATTI**  
**PHILADELPHIA BRAND Cream Cheese**  
**POLLY-O**  
**TINY DANE Camembert**  
**LIGHT NATURALS**  
**CRACKER BARREL**

(Any unusual variety, not imported by **KRAFT** or available from Kraft Foodservice, may be supplied by the hotel or caterer.)

ALPINE LACE  
AMPI STATE  
BLUE MOON  
BREWSTER  
COUNTY LINE  
DORMAN-ROTH  
GREAT LAKES  
INTERNATIONAL  
CHEESE  
LAND O'LAKES  
LEPRINO  
MID-AMERICA  
FARMS  
NAVOO BLUE  
CHEESE  
PAULY BRAND  
RASKAS CREAM  
CHEESE  
SARGENTO  
SCHREIBER  
STELLA  
TREASURE CAVE

processed/cheese sauce

**KRAFT**  
**CHEEZ WHIZ**  
**VELVEETA**  
**KRAFT FREE** Products

none

No other processed cheese or cheese sauce should be served

2041901908

**KGF & MBC  
Brands****Acceptable Alternatives**  
(May be used, if necessary)**Competitive  
Brands** (avoid)**Chocolate (cooking)**  
**BAKER'S**

none

HERSHEY  
NESTLES  
DROSTE  
GHIRARDELLI**Cold Cuts**  
**OSCAR MAYER**  
**LOUIS RICH**

none

No other brand of  
cold cuts should be  
served**Condiments**barbecue sauce**BULL'S-EYE**  
**KRAFT**  
**OPEN PIT<sup>5</sup>**  
**THICK 'N SPICY**A-1 Sauce  
LEA & PERRINS Worcestershire  
sauce  
HUNT'S ketchupHEINZ ketchup  
KC MASTERPIECE  
CATTLEMAN'S  
BBQ Sauce  
HEINZ BBQ  
SAUCEmustard**KRAFT Mustard**

none

FRENCH'S  
GULDEN'S  
GREY POUPONspecialty sauces**KRAFT Sweet & Sour  
Sauce**  
**KRAFT Tartar Sauce**  
**KRAFT Horseradish**(Specialty sauces prepared from  
scratch by the hotel or caterer are  
acceptable.)LA CHOY  
sweet & sour  
KIKKOMAN  
sweet & sour  
HEINZ tartar saucevinegar**KRAFT** vinegars(Specialty imported varieties  
may be used.)

HEINZ vinegars

**Crackers**

none

KEEBLER  
SUNSHINE  
local brands  
specialty brands

NABISCO

**Dairy Foods**cottage cheese**BREAKSTONE'S**  
**KNUDSEN**  
**SEALTEST**  
**LIGHT N' LIVELY**

none

BORDON'S  
VIVA Low-fatice cream**BREYERS**  
**KNUDSEN**  
**SEALTEST<sup>6</sup>**  
**FRUJEN GLADJE<sup>7</sup>**none  
(Exotic sorbets & sherbets made by  
the hotel or caterer are acceptable.)LADY BORDEN  
HAAGEN-DAZS  
EDY'S<sup>5</sup>Foodservice brand only. Retail brand is owned by Campbells. Do not list on menus.<sup>6</sup>Sealtest ice cream and Sealtest sour cream are only available at retail.<sup>7</sup>Only available retail

**KGF & MBC  
Brands****Acceptable Alternatives**  
(May be used, if necessary)**Competitive  
Brands** (avoid)sour cream**SEALTEST  
KNUDSEN  
BREAKSTONE'S**

none

VIVA Low-fat  
MEADOW GOLD  
AXELRODwhipped topping**COOL WHIP  
DREAM WHIP**none  
(Fresh whipped cream may be used  
whenever desired.)

REDI-WHIP

yogurt**BREAKSTONE'S  
KNUDSEN  
BREYERS  
LIGHT N' LIVELY**

none

DANNON  
YOPLAIT  
COLUMBO  
MOUNTAIN HIGH**Desserts and Mixes****D-ZERTA** puddings  
**JELL-O** gelatins  
**JELL-O** puddings  
**JELL-O** custards  
**JELL-O** mousses  
**JELL-O** cheesecakenone  
(Puddings, custard, mousses and  
cheesecakes made from scratch by  
hotel or caterer are acceptable. Be  
sure chocolate versions are made  
with BAKER'S chocolate)SWISS MISS  
ROYAL gelatins  
SNACK PACK  
MY-T-FINE**Frozen Food<sup>8</sup>****ALL AMERICAN  
GOURMET  
BIRDS EYE  
BUDGET GOURMET****KRAFT** Foodservice frozen  
(Use fresh fruits and vegetables  
unless there is a compelling reason  
to use our branded products in  
quantity servings.)  
**NATURAL RESOURCE** fresh  
produceGREEN GIANT  
BANQUET  
HEALTHY CHOICE**Ham****OSCAR MAYER****KRAFT** FoodserviceCOUNTRY PRIDE  
ARMOUR  
SWIFT PREMIUM  
ECKRICH**Jams & Jellies****BREYERS<sup>9</sup>  
KRAFT<sup>10</sup>**

none

SMUCKER'S  
KNOTT'S BERRY  
FARM**Margarine****COUNTRY CHURN  
PARKAY  
TOUCH OF BUTTER****KRAFT** FoodservicePROMISE  
LAND O' LAKES  
I CAN'T BELIEVE  
IT'S NOT BUTTER<sup>8</sup>Only available at retail<sup>9</sup>Only available at retail<sup>10</sup>Use single service pkgs

**KGF & MBC  
Brands****Acceptable Alternatives**  
(May be used, if necessary)**Competitive  
Brands** (avoid)**Mayonnaise and Salad  
Dressings****KRAFT Real Mayonnaise**  
**MIRACLE WHIP**  
**Salad Dressing**  
**KRAFT FREE Mayonnaise****KRAFT** Foodservice/SALAD  
SHOPPE  
**KRAFT** Extra Heavy Mayonnaise  
(Mayonnaise made from scratch is  
acceptable.)HELLMANN'S  
WEIGHT  
WATCHERS  
SYSCO  
SEXTONprepared dressings**KRAFT** regular and reduced  
calorie dressings (liquid  
and dry mix)  
**GOOD SEASONS** Salad  
Dressing Mixes  
**SEVEN SEAS HOUSE**  
Dressings  
**KRAFT FREE** Dressings**KRAFT** Foodservice  
**HOUSE dressings by KRAFT**  
**RANCHER'S CHOICE** dry  
dressing mix. (Vinaigrette  
dressings made from scratch are  
acceptable.)No other branded  
salad dressings  
should be used**Pasta****DIGIORNO**  
**LUZZATI**MUELLER'S  
CREAMETTE  
RONZONI**Pickles****CLAUSSEN**VLASIC  
HEINZ**Pizza****TOMBSTONE**  
**BOBOLI** Crusts

none

CELESTE

**Rice****MINUTE Rice****KRAFT** Foodservice<sup>1</sup>  
(Wild rice may be used.)ROBERTS RICE  
NEAR EAST brand  
UNCLE BEN'S  
RICE-A-RONI**Seafood****LOUIS KEMP CRAB**  
**DELIGHTS**  
**KEMP LOBSTER**  
**DELIGHTS**none  
(Use only fresh seafood if **LOUIS**  
**KEMP** is inappropriate or  
unavailable.)**Single Service Items****KRAFT** branded salt  
& pepper  
**KRAFT** condiments  
**KRAFT** jams and jellies, honey  
**KRAFT** cheeses  
**KRAFT** dressings  
**KRAFT** spreadsnone  
(Hotel-branded items are  
acceptable.)AUNT JEMIMA  
BORDEN'S  
CHATSWORTH  
COOKS  
DICKENSONS  
FRENCH'S  
HEINZ  
HELLMANN'S  
KNOTTS BERRY  
FARM  
N JOY  
PPI  
RYCOFF SEXTON  
SAVANNA<sup>1</sup>Minute Rice is not designed for foodservice use. Kraft Foodservice brand is specially formulated for this reason.

2041901911

**KGF & MBC  
Brands****Acceptable Alternatives**  
(May be used, if necessary)**Competitive  
Brands** (avoid)

		SERV A PORTION SUGAR FOODS SYSCO WELCH'S
<b>Stuffing Mix</b> <b>STOVE TOP</b>	none (Stuffing made from scratch by hotel or caterer are acceptable.)	ARNOLD
<b>Snack Foods</b> <u>chips</u> <b>HOSTESS<sup>12</sup></b> <b>FRITO-LAY<sup>13</sup></b>	FRITO-LAY	EAGLE Brand CAPE COD WISE BORDEN'S RIDGIES NY DELI
<u>cheese flavored</u> none	CHEETOS	CHEEZ DOODLES
<u>nuts</u> none	<b>KRAFT</b> Foodservice	EAGLE Brand PLANTERS
<u>popcorn</u> none	<b>KRAFT</b> Foodservice FRITO-LAY local brands	CAPE COD
<u>pretzels</u> none	Use local brands	EAGLE brand NABISCO
<b>Syrup</b> <b>KRAFT</b> <b>LOG CABIN</b> <b>LOG CABIN WIGWAM</b>	none Any local or independent brand of <u>100% maple syrup</u> is acceptable	CARY'S McDONALD'S MRS. BUTTERWORTH'S VERMONT MAPLE ORCHARDS VERMONT MAID AUNT JEMIMA
<b>Tuna</b> none	<b>KRAFT</b> Foodservice	CHICKEN OF THE SEA STAR-KIST
<b>Turkey</b> <b>LOUIS RICH</b>	<b>KRAFT</b> Foodservice	ARMOUR BUTTERBALL

<sup>12</sup>Only available in Canada.<sup>13</sup>Only in Canada, where we have a coop program with Pepsico.

2041901913A

# CIGARETTE BRAND SELECTION

## FULL MARGIN BRANDS

COMPETITIVE*	TAR	SWITCH TO:
Camel Filter	FF	Marlboro, Merit, Bucks FF
Camel Lts	LT	Marlboro Medium, Merit, Bucks Lts
Capri 100's	LT	V. Slims Superslims
Capri Men 100's	LT	V. Slims Superslims Men
Carlton	ULT	Merit Ultima, B&H DUL, V. Slims UL
Carlton Men	ULT	Merit UL Men, B&H DUL Men, V. Slims UL M
Kent	LT	Merit, Marlboro Lts, Parliament Lts, B&H Lts
Kent III	ULT	Merit UL, B&H DUL, V. Slims UL
Kool	FF	Marlboro Men, Merit Men, Alpine, B&H Men
Kool Milds	LT	Merit Men, Marlboro Lts Men, Alpine Lts
More 120's	FF	Saratoga
More Men 120's	FF	Saratoga Men
More White Lts 120's	LT	V. Slims 120's
More White Lts Men 120's	LT	V. Slims 120's Men
More Lts 100's	LT	V. Slims Lts
More Lts 100's Men	LT	V. Slims Lts Men
Newport	FF	Marlboro Men, B&H Men, Alpine, V. Slims Men, Merit Men
Newport Lts	LT	Merit Men, Marlboro Lts Men, Alpine Lts, B&H Lts Men
Newport Stripes 100's	LT	V. Slims Lts
Now	ULT	Merit Ultima
Pall Mall	FF,LT	Marlboro, Merit, B&H, V. Slims, Marlboro Lts, B&H Lts, V. Slims Lts
Salem	FF	Marlboro Men, Alpine, B&H Men, V. Slims Men
Salem Lts	LT	Merit Men, Marlboro Lts Men, Alpine Lts, B&H Lts Men, V. Slims Lts Men
Salem Slim Lts 100's	LT	V. Slims Lts Men
Salem Ult Lts	ULT	Merit UL Men, B&H DUL Men, VS UL Men
Tareyton	LT	Parliament Lts, Marlboro Lts, Merit, B&H Lts
True 85's	ULT	Merit UL
True 100's	LT	Merit, Parliament Lts, B&H Lts
Vantage	LT	Merit, Marlboro Lts, Parliament Lts, B&H Lts

\*Competitive brands are available in both 85's and 100's unless otherwise noted.

FF-Full Flavor      LT-Low Tar      ULT-Ultra Low Tar      Green - Menthol

COMPETITIVE*	TAR	SWITCH TO:
Vantage Men	LT	Merit Men, Marlboro Lts Men, B&H Lts Men, Alpine Lts
Vantage UL	ULT	Merit UL, V. Slims UL, B&H DUL
Vantage UL Men	ULT	Merit UL Men, V. Slims UL Men, B&H DUL M
Winston	FF	Marlboro, Merit, B&H, V. Slims, Bucks FF
Winston Lts	LT	Marlboro Medium, Merit, B&H Lts, V. Slims Lts
Winston UL	ULT	Merit UL, B&H DUL, V. Slims UL

## PRICE VALUE BRANDS

COMPETITIVE*	TAR	SWITCH TO:
American Filter	FF,LT	Cambridge FF, Lts
Belair	LT	Alpine Lts, Cambridge Lts Men
Century	FF,LT	Players Lts 25's
Doral	FF,LT,ULT	Cambridge FF, Lts & Ults, Bucks
Doral Menthol	LT	Alpine Lts, Cambridge Lts Men
Generic	FF,LT,ULT	Cambridge, Bucks, Bristol
Generic Men	FF,LT	Alpine, Cambridge Lts Men
Lucky Lts	LT	Cambridge Lts
Magna 85's	FF	Bucks FF, Cambridge
Magna Lts 85's	LT	Bucks Lts, Cambridge Lts
Malibu	FF,LT	Cambridge FF, Lts
Malibu Men	LT	Alpine Lts, Cambridge Lts Men
Misty Slim	LT	Cambridge Lts, Alpine Lts
Montclair	FF,LT	Bristol FF, Bristol Lts
Montclair Lt 100 Men	LT	Bristol Lts 100 Men
Pyramid	FF,LT,ULT	Bristol FF, Bristol Lts & ULT
Pyramid Men	FF,LT	Bristol Lts Men
Raleigh Filter	FF	Bucks FF, Cambridge FF
Sterling	FF,LT	Cambridge
Viceroy	FF	Bucks FF, Cambridge FF

2041901913



Velvécia	Light N' Lively	Sealtest	Cool Whip
Oscar Mayer	Lender's	Tang	Brennmann's
Polarone	Miller Beer	Bird's Eye	Jell-O
Yuban	Light N' Lively	Sealtest	Louis Rich
Kool-Aid	Miracle Whip	Tang	Breyer's
Sealtest	Choc' Whip	Lender's	Höwenbräu
Velvécia	Breakstone's	Bird's Eye	Cool Whip
Oscar Mayer	Bird's Eye	Log Cabin	Brennmann's
Polarone	Choc' Whip	Post Cereals	Jell-O
Yuban	Breakstone's	Country Time	Louis Rich
Kool-Aid	Miracle Whip	Lender's	Breyer's
Marlboro	Miller Beer	Bird's Eye	Höwenbräu
Velvécia	Light N' Lively	Sealtest	Cool Whip
Oscar Mayer	Miracle Whip	Tang	Brennmann's
Polarone	Choc' Whip	Lender's	Breyer's
Yuban	Breakstone's	Bird's Eye	Höwenbräu

2041901914